

MONROE COUNTY COALITION, INC.

**MONROE COUNTY
COALITION ★ COM**
SAFE AND DRUG FREE
PARTNERSHIPS OF MONROE



2021 ANNUAL REPORT

MONROECOUNTYCOALITION.COM



Sponsored by Monroe County Coalition,
Thriving Mind South Florida, and the State of Florida,
Department of Children and Families

CONTENTS

03	WHO WE ARE & FISCAL RESOURCES
04	COMMUNITY AWARENESS
05	COMMUNITY AWARENESS OPIOID PREVENTION
06	I.D. CHECKING GUIDES & WE ID SIGNAGE
07	SAFE SERVING PRACTICES, COMPLIANCE CHECKS & MERCHANT RECOGNITION
8 & 9	RESPONSIBLE VENDOR TRAINING
10	CHAMPIONS FOR CHANGE & TIK TOK
11 & 12	EVIDENCE BASED ONLINE PROGRAMS
13 & 14	ALL STARS PREVENTION PROGRAM
15 & 16	MY STUDENT BODY
17 & 18	STRENGTHS WEAKNESSES OPPORTUNITIES & THREATS
19 & 20	EDUCATION CAMPAIGNS
21	COMMUNITY LEVEL EVENTS
22	ENVIRONMENTAL SCANS
23 - 25	SOCIAL MEDIA
26	VIRTUAL SERVICE DIRECTORY

WHO WE ARE

The Monroe County Coalition is a group of community members and leaders in the Florida Keys who work together to reduce alcohol and other drug use. Our objectives include: decreasing rates of binge drinking, reducing access to alcohol and other drugs, and reducing the consequences of alcohol and other drug use. Aimed at middle through high school youth, college students, and adults, MCC works to increase quality prevention initiatives while promoting health and wellness in Monroe County to create a safer and drug-free community for all.



January-December 2021

Total Grant Expenditures	\$336,690
Payroll	\$106,974
Program Supplies	\$48,815
Professional Services	\$71,305
Program Related Costs	\$26,706
Facilities	\$9,600
Radio and Social Media	\$38,249
Operating Supplies/Expenses	\$8,451
Travel & Meetings	\$2,831
Insurance	\$3,937
COA Accreditation and Fiscal Services/Financial Review	\$19,822

FISCAL GRANT RESOURCES

THRIVING MIND
SOUTH FLORIDA
\$285,000 JULY-JUNE

DRUG FREE
COMMUNITIES GRANT
\$125,000 OCT-SEPT



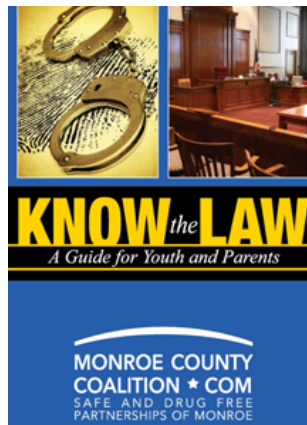
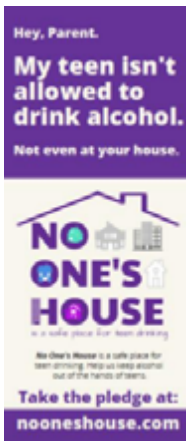
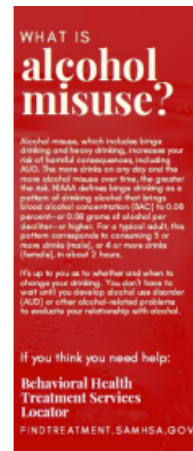
COMMUNITY AWARENESS

In an effort to increase community awareness, Monroe County Coalition provides educational pamphlets including I Steer Clear/ Drive Drug-Free, What is alcohol misuse?, Let's Talk About Cirrhosis, No One's House is a Safe Place for Teen Drinking and Know the Law. The Monroe County Coalition also provides information on other important topics including Opioid Overdose prevention, Responsible Vendor Training, how to access On-line Prevention Programs, and Bullying. These are distributed to local doctor's offices, dentists, law firms, schools, government offices, libraries, newspapers & community-level events.

COMMUNITY AWARENESS INFORMATIONAL MATERIALS DISSEMINATED



APPROXIMATE REACH 18,757



COMMUNITY AWARENESS OPIOID PREVENTION



Monroe County Coalition provides FREE nasal Narcan (Naloxone) to individuals and community organizations in need of this life-saving opioid reversal drug. Narcan is also distributed to Key West bars, restaurants and other businesses to help reduce opioid overdoses.

Narcan is available
FREE of Charge, No Questions Asked.

Pick up at: Guidance/Care Center, Inc.
Key West, Marathon & Key Largo
Walk in 8 AM-4 PM

Also available upon request from
Monroe County Coalition.

Narcan promotion radio ads 1,598

DETERRA BAGS

Monroe County Coalition provides FREE DETERRA bags to Monroe County residents. Deterra® Drug Deactivation System Pouches provide safe, convenient and permanent disposal of unused, expired or unwanted medications at home or in a clinical setting. Can be used to deactivate liquids and patches.



MEDICATION DISPOSAL SITES

Safely dispose of your leftover or expired opioids or other medications.

No questions asked. These collection and drop off sites are free.

Check with local sites for restrictions.

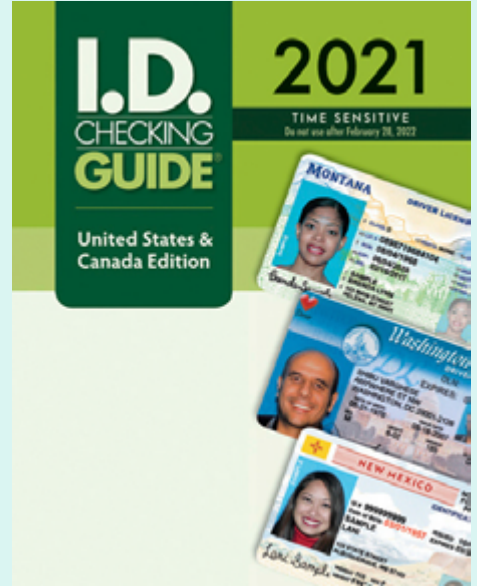
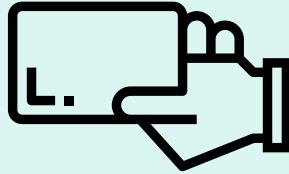
For more information go to:
<https://www.keysso.net/drugDrop>

Some pharmacies may additionally have drop boxes. Check with your local pharmacy.

The goal is to keep prescription drugs out of the hands of teens and others.

ID CHECKING GUIDE

74
ID CHECKING
GUIDES
DISSIMINATED



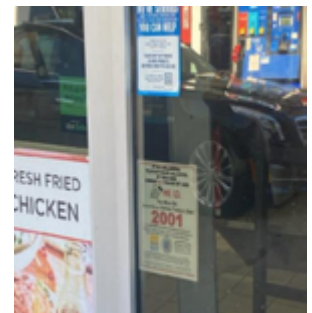
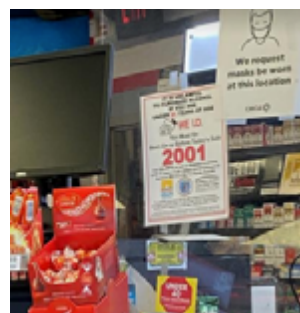
WE I.D. SIGNAGE

Monroe County Coalition provides legal age signage to local alcohol vendors supporting safe serving practices and ID checking.

These signs are also used as a deterrent to underage individuals who may attempt to purchase alcohol at the establishment.



WE I.D.
SIGNS
DISTRIBUTED 683



SAFE SERVING PRACTICES



Monroe County Coalition promotes safe serving practices. One page policies are available to review and sign with employees as a reminder to implement safe serving practices to protect themselves and the establishment.

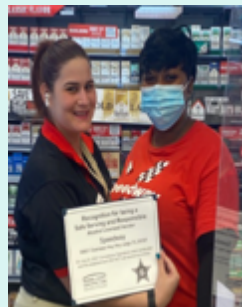
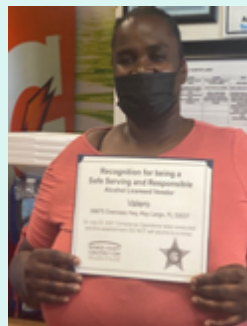
Policy downloads are available for Convenience/Liquor stores and Bars/Restaurants on our behavioral health service directory:
<https://seekbeak.com/v/LrqVr8Xoqbp>

COMPLIANCE CHECKS

Compliance checks are operations performed by local law enforcement, with a person under 21 years of age, in an attempt to purchase alcohol to determine that establishments selling alcohol are implementing safe serving practices by not serving minors. In 2021, 40 compliance checks were completed. 85% of businesses were compliant and did not sell to minors. MCC likes to recognize businesses who implement safe serving practices.

MERCHANT RECOGNITION

Establishments who do not sell to a minor during compliance check operations are recognized with a certificate of recognition.



RESPONSIBLE VENDOR TRAINING

**Due to the COVID-19 Pandemic,
Monroe County Coalition transitioned
Responsible Vendor Training
to online via Zoom.**

Responsible Vendor Trainings (RVT) help provide local alcohol vendors and their employees with information about safe serving practices and Florida laws concerning the sale of alcohol. In an industry with a relatively high degree of turnover, RVT can help bring employees of alcohol licensed vendors up to speed and provide them information they need to protect themselves, their employers, and our community.



*"Love this online feature.
Thank you!"*

*"It was a great experience and I
learned a lot of useful
information."*

*"I was extremely satisfied with
the course and instructor."*



NUMBER OF
PEOPLE
TRAINED

112

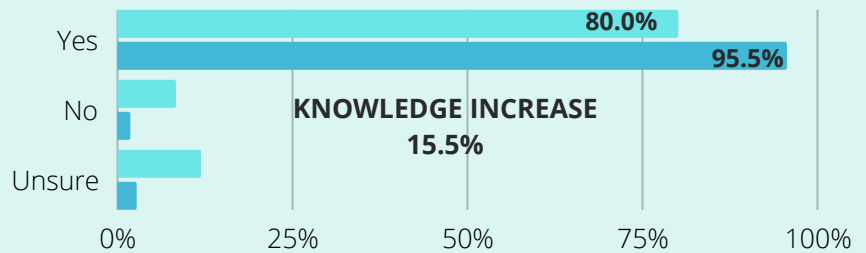


RESPONSIBLE VENDOR TRAINING OUTCOMES

Percentages were added for the correct response only

Pretest Posttest

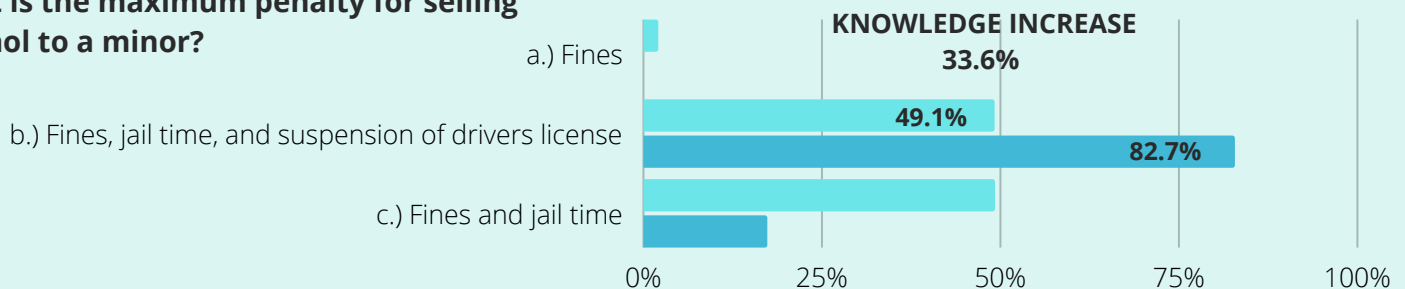
If you sell alcohol, but no one drinks onsite, can you be held liable?



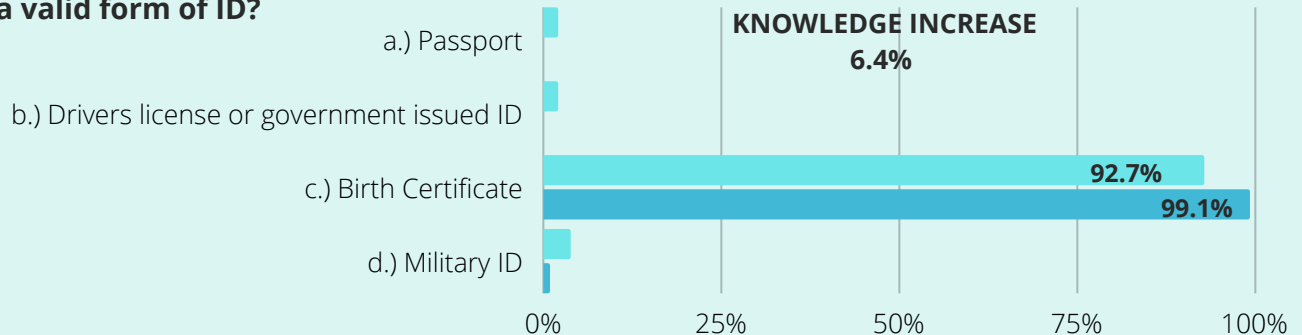
Who can you refuse to sell alcohol to?



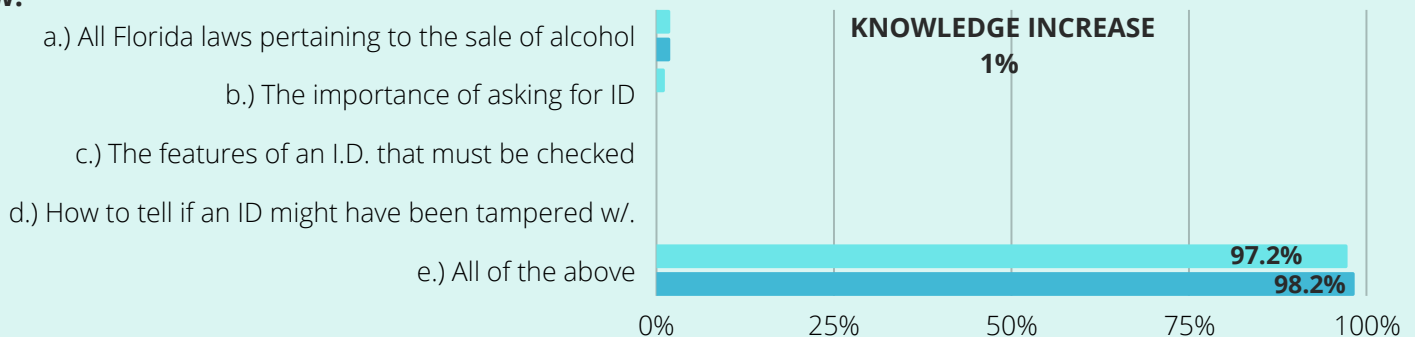
What is the maximum penalty for selling alcohol to a minor?



What is not a valid form of ID?



As an employee, you are responsible to know:



CHAMPIONS FOR CHANGE YOUTH LEADERS



Champions for Change, in collaboration with Guidance/Care Center, is a youth leadership club at Marathon Middle and High School. Youth leaders implement monthly activities to create positive change on campus and in the community.

Students participated in Red Ribbon Week activities and assisted with a "Family Fall Night" event featuring "Hidden in Plain Sight", an interactive exhibit to educate parents about everyday items that can serve as hiding places for drugs in a teen's bedroom.



YOUTH LEADER TIK TOK VIDEOS



RED RIBBON WEEK

- DAY 1**
SOCK IT TO DRUGS
- DAY 2**
RED DAY
- DAY 3**
LEI OFF DRUGS
- DAY 4**
TEAM UP AGAINST DRUGS
- DAY 5**
TOO SPIRITED FOR DRUGS



Great American Smokeout



**Click the link Below to View
Champions for Change
Tic Tok Videos**

**[https://www.tiktok.com/
@.championsforchange.](https://www.tiktok.com/@.championsforchange)**



EVIDENCE BASED ALCOHOL & DRUG PREVENTION PROGRAMS

MONROE COUNTY MIDDLE AND HIGH SCHOOL STUDENTS ONLY

Students can earn Amazon gift cards participating in online Evidence Based Alcohol and Drug Prevention Programs.

ALCOHOL EDU

The media and other external influences play a large role in shaping our perceptions. Through a thoughtful analysis, students learn to recognize and challenge these influences.

- 2.5 Hours, \$25 Amazon gift card
- Parent Contact: Tammy Hansen
- Tammy.Hansen@westcare.com

PRESCRIPTION DRUG SAFETY

Effective prevention education begins with the facts. Knowing how addiction affects the brain and body can be important for recovery, but more importantly, it can be information that helps students avoid addiction altogether.

- 30-45 Min., \$10 Amazon gift card
- Parent Contact :Tammy Hansen
- Tammy.Hansen@westcare.com

MARIJUANA WISE

Recognize negative health effects of marijuana use on respiratory system and brain function and development. Marijuana can have effects on a user's life both short and long term.

- 1 Hour, \$10 Amazon gift card
- Parent Contact : Tammy Hansen
- Tammy.Hansen@westcare.com

ALCOHOL WISE

Decision-making about choosing not to drink. Develop strategies for standing up to peer pressure to drink and challenge peer drinking perceptions.

- 1 Hour, \$10 Amazon gift card
- Parent Contact : Tammy Hansen
- Tammy.Hansen@westcare.com

NICOTINE 101

Addresses the use of nicotine in its many forms including cigarettes, cigars, chewing tobacco & hookah, but places an emphasis on vaping.

- 1 Hour, \$10 Amazon gift card
- Parent Contact : Tammy Hansen
- Tammy.Hansen@westcare.com

Florida Keys Children's Shelter ALL STARS PREVENTION PROGRAM

Facts and information regarding the effect of alcohol, tobacco, and other drugs on the brain and body. Recognize that consequences of drug use are just as likely to happen to them as they are to someone else. Identify ways to decline and avoid alcohol, tobacco, and other drugs.

2.5 Hours, \$25 Amazon gift card

Parent Contact: Katie Raskob Email: KRASKOB@FKCS.ORG

EVIDENCE BASED ONLINE PROGRAMS



On-line programs were implemented in April 2020 due to COVID, in order to reach students during lockdowns. Programs are a collaboration with Guidance/Care Center. Student data includes April 2020-December 2021.

Alcohol Edu

Arms students with simple and effective knowledge about Blood Alcohol Concentration and the way alcohol affects our brains and bodies in potentially disastrous ways.

# of Youth Completed	Test Scores
68	77.3 PreTest 91.3 Post Test

EVERFI

18% ↑
Knowledge Gain



Prescription Drug Safety

Teaches students the facts on the science of addiction for effective prevention and recovery and how to effectively refuse recreational use of prescription drugs.

# of Youth Completed	Test Scores
58	73.5 PreTest 93.0 Post Test

27% ↑
Knowledge Gain



Alcohol Wise

Teaches youth to stand up to peer pressure to drink; challenges peer drinking perceptions; and provides motivation towards positive change on existing drinking patterns.

# of Youth Completed	Test Scores
25	57.6 PreTest 91.2 Post Test

58% ↑
Knowledge Gain



Nicotine 101

Youth explore reasons and consequences of using various forms of nicotine while reaffirming choices of non-users.

# of Youth Completed	Test Scores
31	77.0 PreTest 87.6 Post Test

14% ↑
Knowledge Gain



Marijuana Wise

Informs youth about marijuana use disorder and helps them recognize negative health effects on the respiratory system and brain function development.

# of Youth Completed	Test Scores
35	N/A PreTest 100 Post Test

Baseline scores are not collected for Marijuana Wise. All Student completions scored 100 at Post Test.



All Stars Prevention

Florida Keys Children's Shelter



ALL STARS

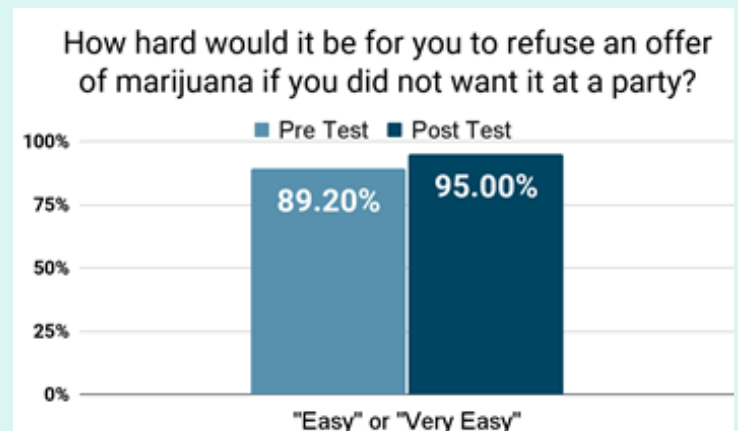
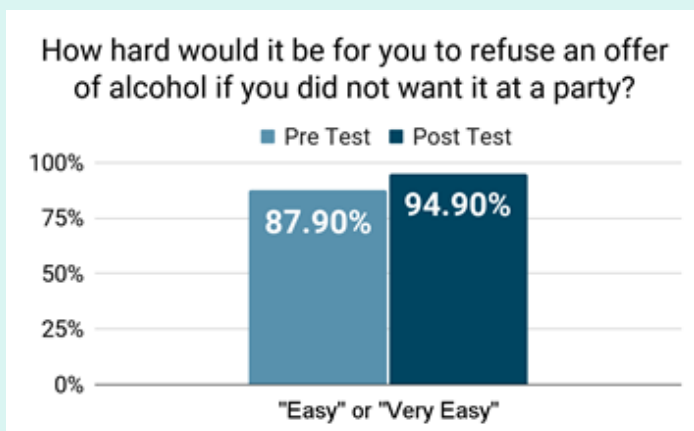
All Stars Senior is an evidence-based prevention program for high school youth that provides skills to help teens make educated, responsible and healthy choices to avoid alcohol, tobacco and other drug use. All Stars focuses on improving students' attitudes and behaviors, and includes research-based strategies that are fun, engaging and effective.

The All Stars Senior program was originally implemented with students face-to-face but transitioned to a virtual program curriculum. This report includes a snapshot of program outcomes from the virtual program. Students who complete the All Stars program receive a \$25 Amazon gift card.

Program design includes the following elements: 1) One-hour introductory counseling session to identify needs of the youth and/or family, (2) Two-hour online curriculum which includes six, self-paced interactive lessons with hands-on activities, and (3) One-hour follow up counseling session to support the needs of the teen.

All Stars is sponsored by the Department of Juvenile Justice and Monroe County's Drug Abuse Trust Fund. Florida Keys Children's Shelter collaborates with Monroe County Coalition which supports the program with developer materials and gift cards.

Refusal Skills





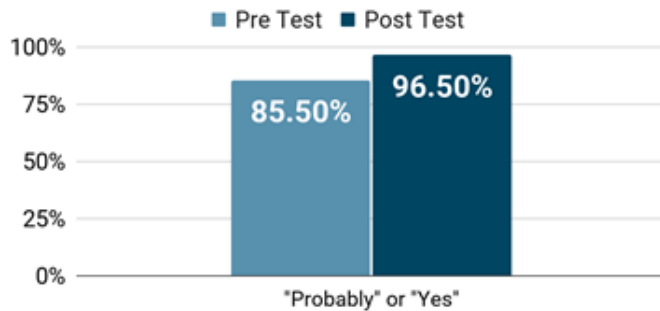
All Stars Prevention

Florida Keys Children's Shelter

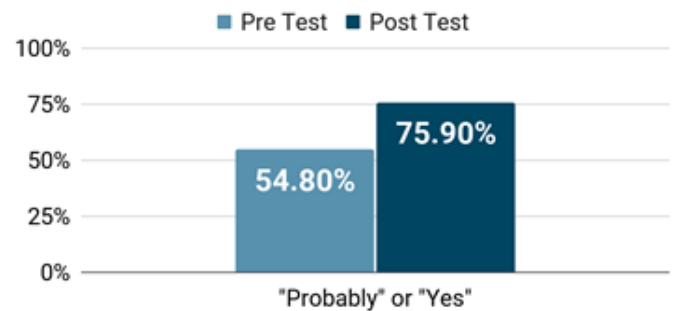


Personal Health and Social Perceptions

If you use alcohol or drugs, will you have more health problems than other people?

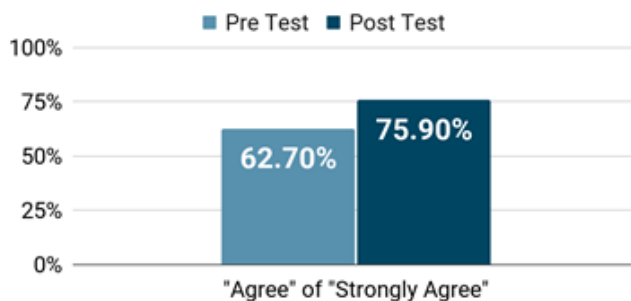


If you got drunk or high at a party, would you do things that would be embarrassing to you later?

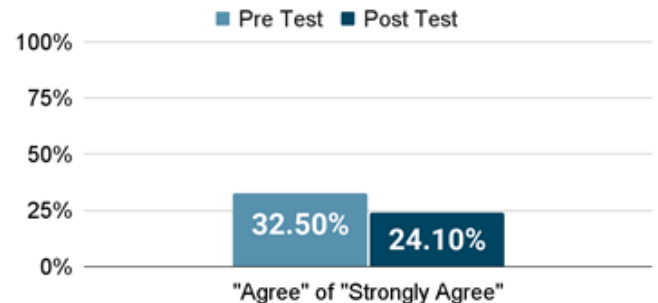


Perceptions of Peer Substance Use

My friends think smoking marijuana is a stupid thing to do.

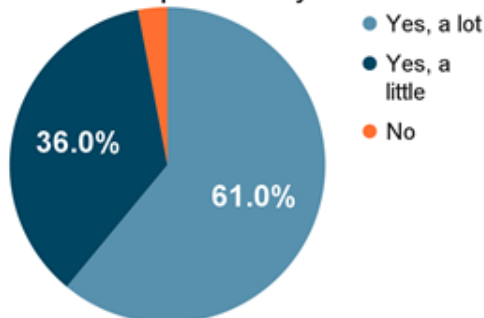


My friends think it's OK to get drunk every now and then.

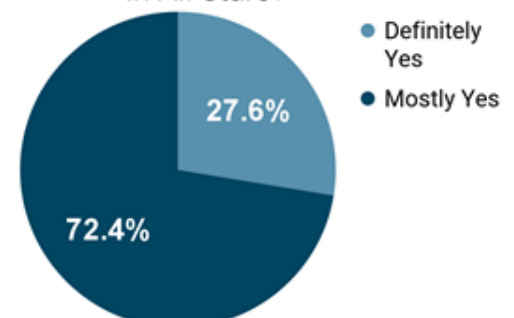


Program Satisfaction

Did All Stars help you think about what is important to you?



Did you like the information presented in All Stars?



MY STUDENT BODY COLLEGE PROGRAM

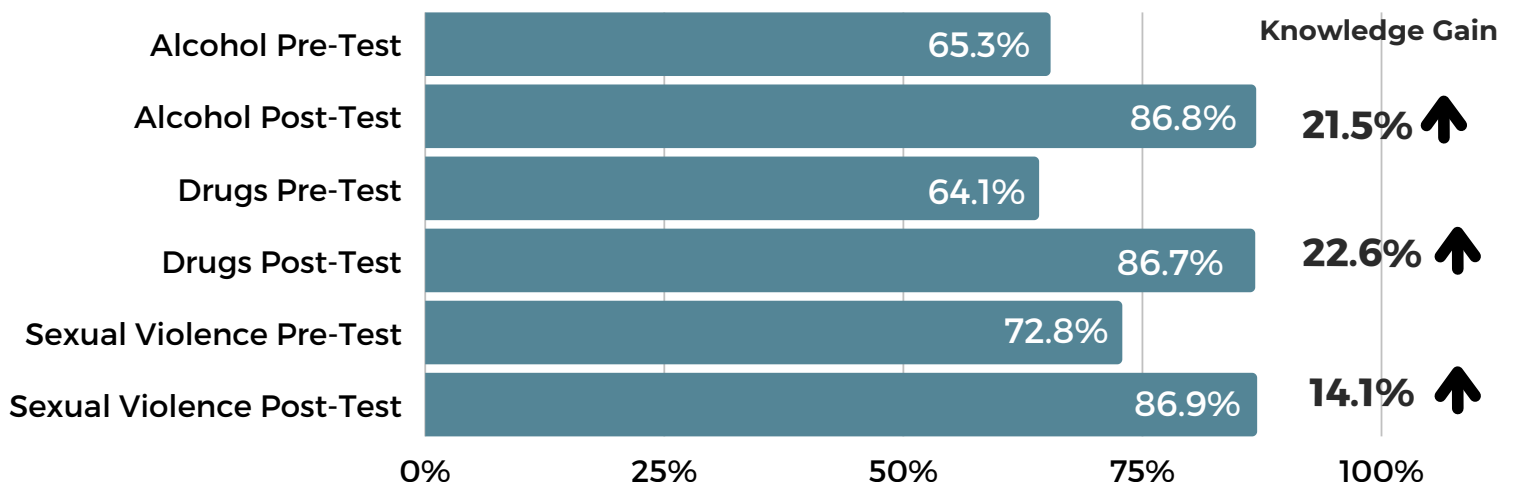


543 Youth Served in 2021

My Student Body program is an on-line prevention program platform implemented at the College of the Florida Keys that includes the following four learning courses: Essentials: 2-3-hour course. Provides education on (a) Alcohol, (b) Drug, and (c) Sexual Violence Prevention. All Students who register for college. Student Conduct: 1-2-hour course for students who have received an alcohol or drug-related offense. Wellness and Success: 2-3-hour course intended for non-traditional students and provides information on alcohol and drug prevention as well as work-life balance. Sexual Violence Annual: 45-60-minute course designed to be an annual "refresher" course for the Title IX compliant Sexual Violence module that is located within the Essentials Course.

Each course is self-paced, and students may log in as many times as needed to complete the course. Each module within the various courses follows the same format: 1) Course Introduction: Students will view a video explaining the course; 2) Module Rate Myself: Students answer self-assessment questions about their behaviors; 3) Module Rate Myself Feedback: Students receive customized feedback based on their responses to the Rate Myself; 4) Pre-test: Students take a quiz assessing topic knowledge prior to going through the educational modules; 5) Module Content: Students read articles, view videos, and participate in interactive learning tools; 6) Post-Test: Students answer the same questions that were in the pre-test to gauge what they learned; and 7) Course Satisfaction Survey: Students answer questions about their course experience.

2021 Student Completion Pre and Post Test Scores n=436

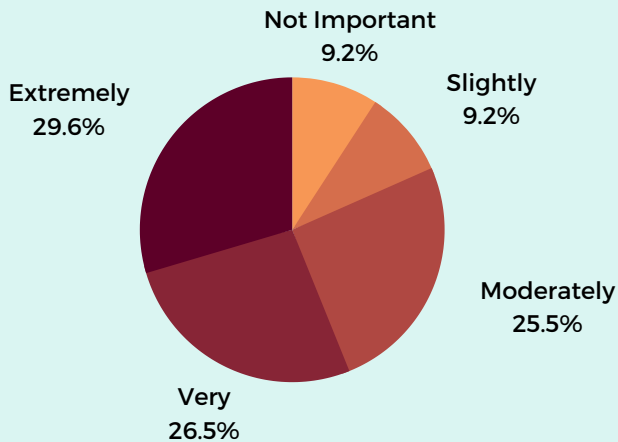




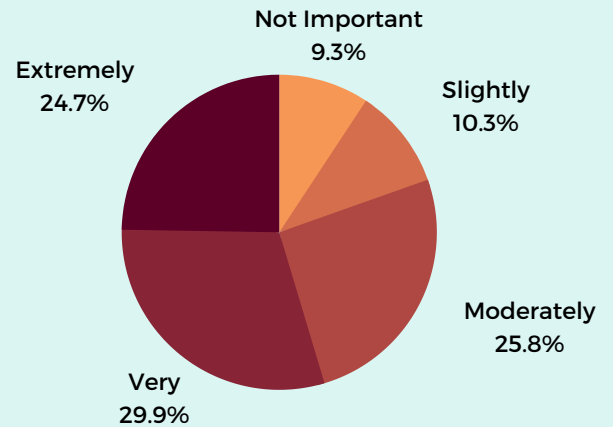
MY STUDENT BODY

To what extent do you think this course is helpful with the following:

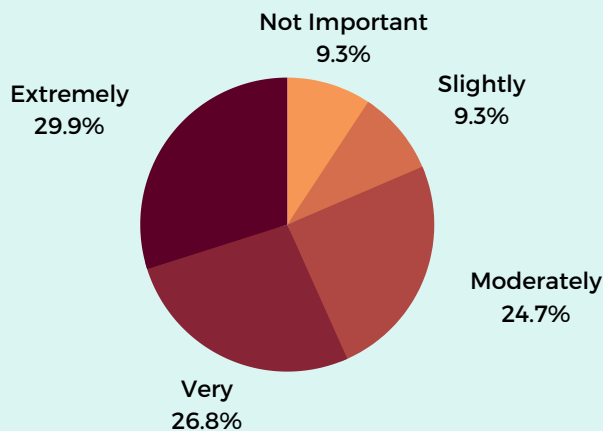
Taking more careful precautions to maintain my personal safety



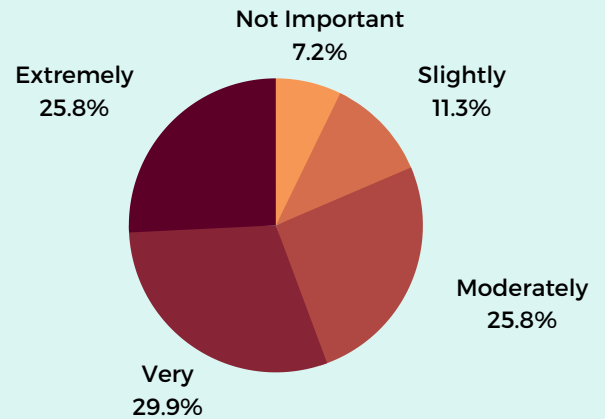
Using alcohol safely



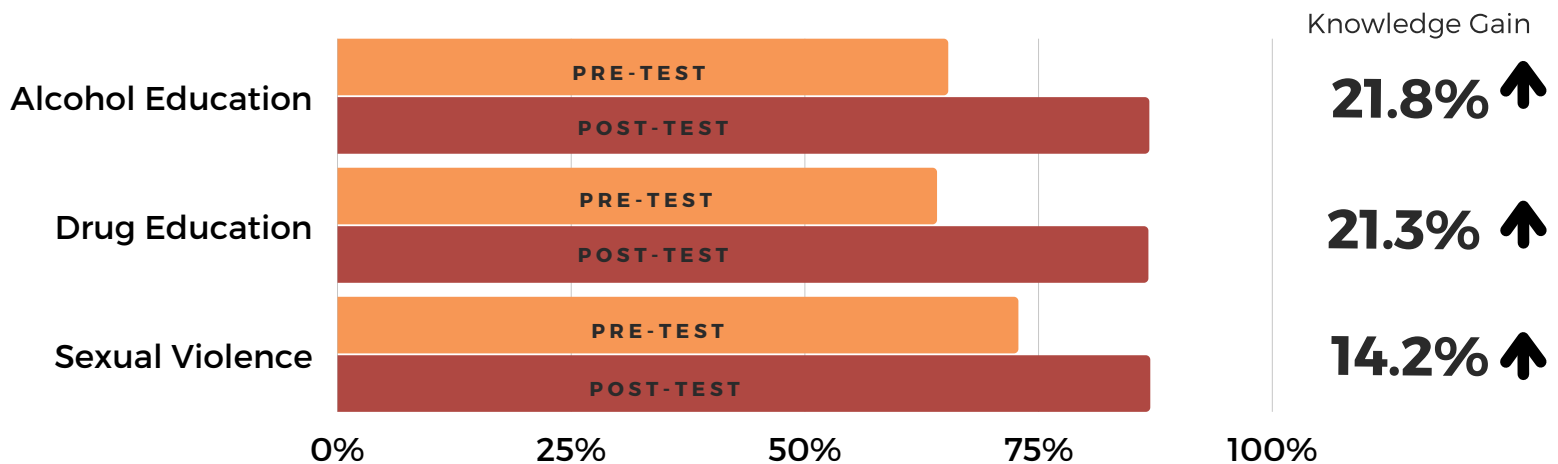
Making informed decisions about drug use



Responding to alcohol emergencies



INCEPTION TO DATE 2016-2021 N= 1,019 COMPLETIONS

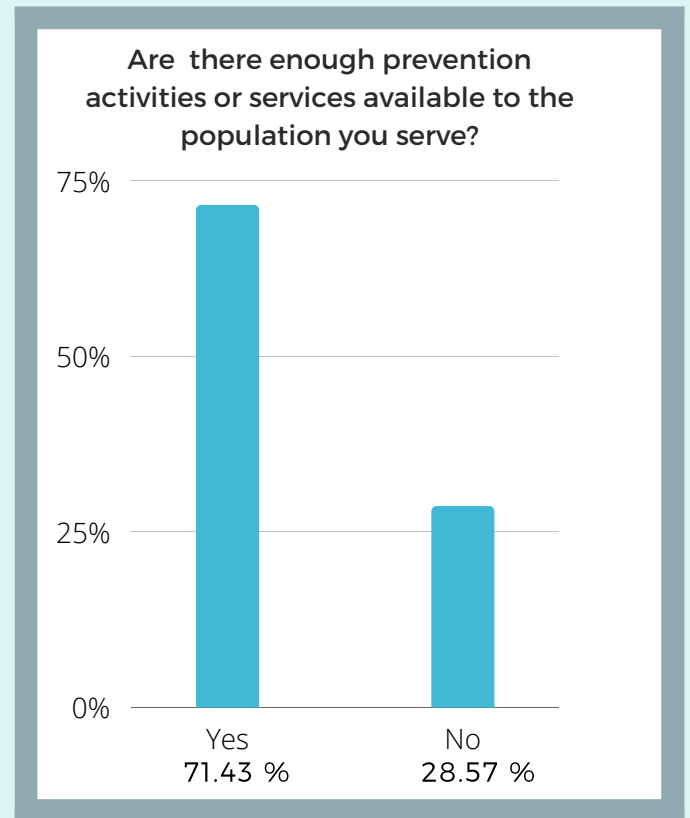


SWOT ASSESSMENT SURVEY RESULTS

Strengths | Weaknesses | Opportunities | Threats

Are there any gaps that you feel need to be filled for "Substance Abuse Prevention"?

- Always helps to reach out to more groups new and old.
- Increased education on the harms-- especially long term-- of substance abuse and vaping among teens. Drugs are still being sold within the school system and all adults, including youth, should be empowered to report what they see.
- A specific class targeting marijuana and vape use. Just because something has a medicinal use doesn't mean that it should be regularly used or doesn't have potentially harmful effects. Even prescribed medications come with warnings.
- Communities could become more involved in Youth prevention.



Strengths

Strengths of Monroe County Coalition community group:

- Strong leadership and dedicated members.
- Meetings are held consistently with active participation among all community partners.
- Always willing to partner with you and offers opportunities to everyone.
- Cooperation and involvement with so many agencies.
- Many different parties at the table. Hard core group of caring, like-minded individuals.
- Educational resource, and supports events, and trainings.

Weaknesses

Weaknesses of Monroe County Coalition community group:

- Need for more communities in Monroe County to get active in the coalition activities.
- Due to the pandemic, meetings have been held virtually and activities and action items, like many other agencies, seem to have been limited within the last year.
- Same people participate every month. Need new blood and new ideas. Need to increase diversity.
- None with our population, weakness lies with schools not participating with MCC at a greater level.

SWOT ASSESSMENT SURVEY RESULTS

Strengths | Weaknesses | Opportunities | Threats

Opportunities

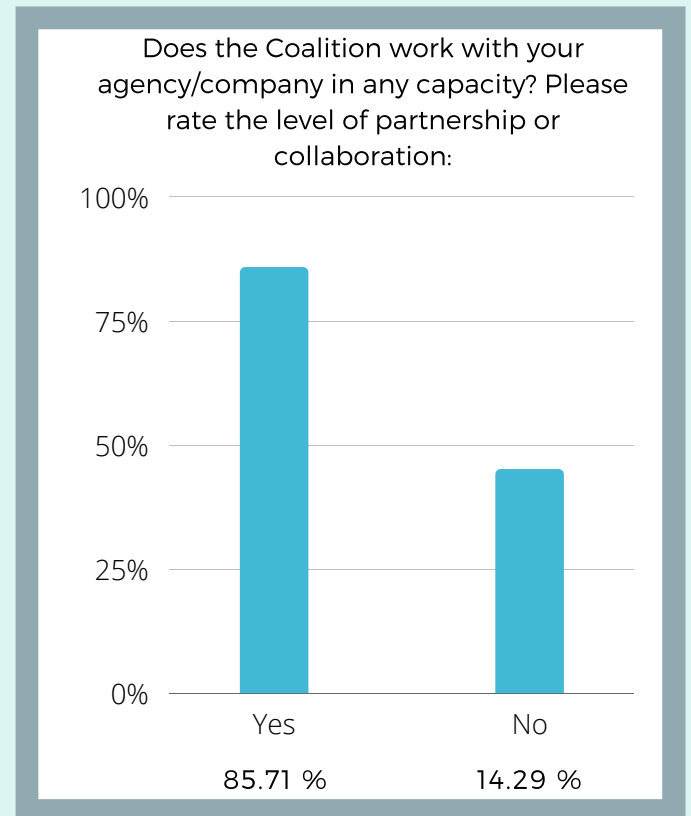
Opportunities for improvement for the Monroe County Coalition community group:

- Maybe public notices in the local TV programming.
- Provide guest speaker at each meeting to provide agency information or present on topics of interest.
- Encourage more youth to be involved. Encourage at large community members impacted by drug/alcohol use. Put a face to the issue.

Threats

Threats to the work of Monroe County Coalition community group:

- Continued financial support for Coalition activities reaching out to all groups, business, families, children, teens, young adults, parents, etc.
- High staff turn over make it difficult for partners to continue collaborating at the rate that was done previously.
- None that I know of, the community is behind their efforts.
- Lack of community support.
- Funding.



Other Comments

- Getting the messages out to the public on an ongoing schedule.
- Monroe County Coalition's consistency with meetings, information, and services for residents, make them an invaluable organization that helps to prevent initiation and use of substances, thereby helping create a healthier FL Keys community.
- MCC continues to be a great collaborative resource for MHS Champion's for Change.

EDUCATION CAMPAIGNS



567 NUMBER OF YOUTHS REACHED

BE ABOVE BULLYING

Be ABOVE Bullying, social norms campaign has the goal to raise awareness among 5th through 9th-grade students that being a bully isn't the norm and doesn't feel good for very long. Bullying can affect everyone- those who are bullied, those who bully, and those who witness bullying. Kids who bully are more likely to have substance abuse problems and get in trouble with the police. Working with students to decrease bullying behaviors and acts of violence against one another can improve the lives of our youth.



NUMBER REACHED **4,128**

NUMBER REACHED W/RADIO **26,000**

I STEER CLEAR

"I STEER CLEAR", a research-based social norms campaign to reduce the number of drivers who drive while under the influence. Many substances can impair driving including alcohol, marijuana, some over-the-counter drugs, prescription and illegal drugs.

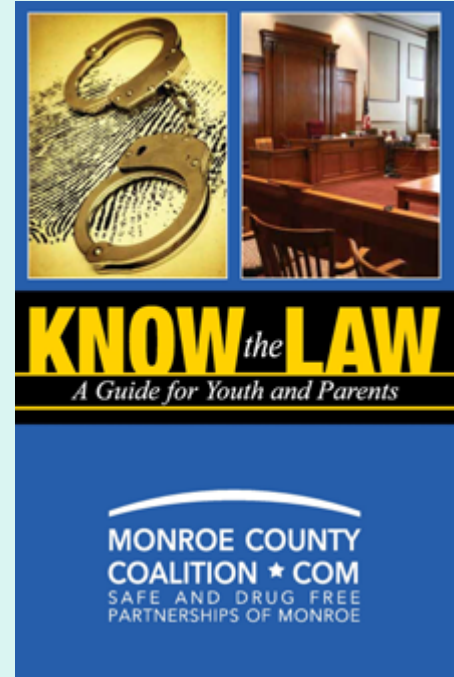
- Slow coordination, judgment & reaction times.
- Cocaine and methamphetamine can make drivers more aggressive and reckless.
- Using two or more drugs at the same time, including alcohol, can amplify the impairing effects of each drug a person has consumed.
- Impaired drivers can't accurately assess their own impairment-which is why no one should drive after using any impairing substances.

EDUCATION CAMPAIGNS

KNOW THE LAW

Monroe County Coalition works to educate students in Monroe County about alcohol laws and the potential legal ramifications of violating such laws. By disseminating 615 "Know the Law" booklets, young people in Monroe County become aware of not just the health consequences of alcohol use, but the potential legal consequences as well.

615 NUMBER OF BOOKLETS DISSEMINATED



No One's House is a Safe Place for Teen Drinking is a comprehensive social norming campaign that works to reduce the number of parents in a community who are providing teens with alcohol and/or allowing teens to drink in their homes. Some parents have the belief that letting teens drink under their roof is "safe drinking", but when it comes to teens there is no safe drinking.



3,532
NUMBER REACHED



24,000
NUMBER REACHED W/RADIO

COMMUNITY LEVEL EVENTS

MCC holds events in local neighborhoods twice a month to promote services available in the community. Each event includes several speakers to share information about programs and resources.

ROBERT GABRIEL APARTMENTS



BERNSTEIN PARK



WILLIE WARD PARK



ENVIRONMENTAL SCANS

MCC implemented an environmental scan of storefronts on Duval Street in 2015/2016 and 2021. The purpose of the scan is to assess alcohol and other drug promotion in Key West. Data was shared with MCC's partner Behavioral Science Research Institute (BSRI). Based on an analysis from BSRI, there has been a significant reduction in the excessive depiction of sex, marijuana use, and heavy alcohol use on Duval Street since the first environmental scan. However, the number of businesses selling items used to consume copious amounts of marijuana has remained the same. A crucial factor in this is the legalization of medical marijuana in the state of Florida. This coincides with general trends across the US where individuals are becoming more accepting of marijuana in general.



SOCIAL MEDIA

NUMBER REACHED 64,052

NUMBER OF ENGAGEMENTS 18,696

NUMBER OF IMPRESSIONS 152,867

ALCOHOL, TOBACCO & OTHER DRUGS



FACEBOOK NARCAN POLL

DO YOU KNOW WHERE TO GET NARCAN FOR FREE?

18,554 REACHED

5,777 (31%) RESPONDED

TWO-WEEK TIME PERIOD

KEYS ZIP CODES ONLY

■ Yes ■ No

Poll
Responses
5,777



SOCIAL MEDIA OPIOID/NARCAN



SOCIAL MEDIA

ALCOHOL & OTHER



VIRTUAL SERVICE DIRECTORY

www.monroecountycoalition.com



HOME ABOUT US PREVENTION INITIATIVES OPIOID PREVENTION FIND HELP/RESOURCES

Our Virtual Service Directory is Here!



VIRTUAL 360 INTERACTIVE PLATFORM

Monroe County Coalition is a group of community members and leaders in the Florida Keys who work together to prevent and/or reduce substance misuse and the consequences of misuse.

Tour the directory to locate available services and resources in Monroe County.

[CLICK HERE TO GO TO OUR SERVICE DIRECTORY](#)

BROWSE OUR VIRTUAL SERVICE DIRECTORY FOR LOCAL BEHAVIORAL HEALTH AND OTHER SERVICES



ENJOY THE INTERACTIVE VIEW OF THE BEAUTIFUL FLORIDA KEYS

Would you like your organization added to our service directory?
Email: prevspec@aol.com

OUR MISSION

To foster community changes to reduce substance abuse and the consequences of substance abuse through community collaborative efforts. Support and advocate for a Safe and Drug-Free Community.

OUR VISION

To provide a culturally competent, behavioral health and wellness approach to substance abuse prevention in Monroe County.

422 Fleming St. Suite 10
Key West, FL 33040
Phone: (305) 849-5929
Email: prevspec@aol.com

Sponsored by:
Monroe County Coalition, Inc., Thriving Mind
South Florida, and the State of Florida,
Department of Children and Families

TAKE A TOUR!

VIRTUAL 360° INTERACTIVE PLATFORM

BROWSE LOCAL BEHAVIORAL HEALTH SERVICES

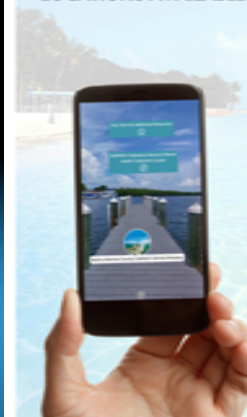


MONROE COUNTY COALITION • COM
SAFE AND DRUG FREE
PARTNERSHIP OF MONROE

www.MonroeCountyCoalition.com

THE MONROE COUNTY COALITION VIRTUAL SERVICE DIRECTORY

TAKE A VIRTUAL TOUR OF EACH OF THE LOCATIONS AVAILABLE



PARENT RESOURCES

- On-line Prevention Programs for middle/high students to earn Amazon gift cards
- On-line "Parent Wise" Program to earn Amazon gift cards
- Vape Prevention Videos for students and parents
- "Get Smart about Drugs" Awkward Conversations Video Series
- SAMHSA "Talk, They Hear You" Videos English/Spanish
- Operation Parent Resources

OPIOID PREVENTION RESOURCES

- Where to Get Free Narcan
- Narcan Instruction Videos (English & Spanish)
- Medication/Drug Deactivation and Disposal Pouches
- Monroe County Sheriff's Office Drug Drop Off Program
- Good Samaritan Laws Info

RESOURCES FOR BARS & RESTAURANTS

- Responsible Vendor Training
- We ID Signs/No Sales under 21
- Alcohol Policies for Convenience & Liquor Stores
- Alcohol Policies for Bars & Restaurants

360° FACILITIES AND SERVICE TOURS

KEY WEST

- Rural Health Network
- Monroe Dept. of Health
- Guidance/Care Center
- Anchors Aweigh/AA Mtgs.
- Keys AHEC Health Centers
- Key Bridge
- A Positive Step of Monroe
- Community Health (CHI)
- FKCS Youth Homes

MARATHON

- Guidance/Care Center
- Community Health (CHI)
- Monroe Dept. of Health
- Keys AHEC Health Centers

TAVERNIER

- Florida Keys Children's Shelter (FKCS)
- Community Health (CHI)
- Dept. of Health

KEY LARGO

- Guidance/Care Center

